

RADCL Research System

Create, Publish, Collect, Analyze, Share and Discuss all your business research - using one simple, secure application

A COLLABORATIVE RESEARCH PLATFORM FOR BUSINESS

FiveTwelve Group's RADCL Research System is a complete research system for managing the process of business research and sharing the results. It is designed for organizations that collect and study information to make more effective decisions and to use what they learn to improve business performance.

What does it do?

Research Project Management

The RADCL Research System helps businesses manage every facet of business research. It allows you to capture qualitative and quantitative information from surveys, focus groups, online polls, even conversations; perform meaningful analysis, parse the data in multiple ways and explore new hypotheses; inventory, mine and track historical trends and more.

Research Communication

The RADCL Research System is based on the simple, proven RADCL (Research and Decide Collaboratively) research method, combining process and technology and creating a rich and productive environment in which to make important decisions. In it, teams set objectives, learn by sharing and debating hypothesis and findings, and then reach a logical, fact-based conclusion together. Everyone has access to the raw data and analytic tools so they can become intimately familiar with the research and even test their own hypotheses. As team members learn on their own, they can push findings to other members or groups, so learning becomes a shared experience.

Because the data is online and updated in realtime, users can limit their time commitment but maximize their intellectual contribution.

Research Library

The RADCL Research System solves the persistent problem of lost or forgotten conclusions caused by misplaced documents or when people and their experiences move on. It provides a single place to go to find the answers to questions asked in research, when ever, how ever, and where ever it was conducted. Data collected years ago can be compared to data that is just coming in. Data collected for one project can be mined to support another. Data in different languages can be brought together into one. By building a library of business research in the RADCL Research System you protect your investment and your competitive advantage.



THE RADCL PROCESS

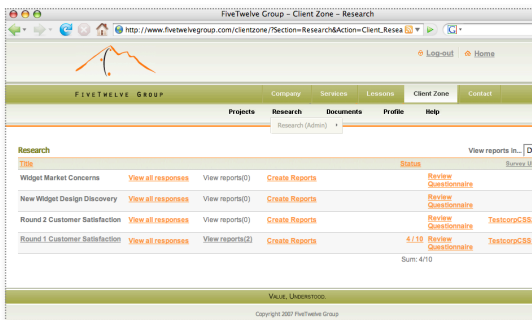
A CLEAR VIEW OF THE OUTSIDE, FOR EVERYONE IN THE BUSINESS

The RADCL Research System represents a watershed in business strategy and marketing. For years, businesses have only been able to easily access and study internal information like sales history and employee performance, so they've had to depend on a wide range of 3rd party researchers and consultants to advise on external factors like market conditions and customer behaviors. As a result, critical customer and market information has remained disconnected from the business management process and from other, related external information. The RADCL Research System changes the game by:

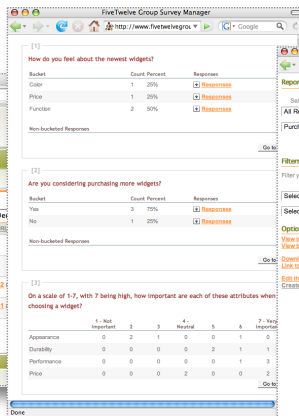
- Making external business intelligence available throughout the business, so that change comes easier
- Tying the lessons of one research project to another, or many research projects into one, creating a cohesive and clearer market and customer picture.
- Translating what is learned in discussions and observations into simple ideas and action steps.

| | | FUNCTIONS | |
|------|---|--|--|
| | | FOR RESEARCHERS | FOR MANAGERS |
| FLOW | | Create and administer projects and surveys | Manage teams and organizational involvement in research and planning |
| | | Determine survey format, question types and analytical requirements for problem solving and decision-making | |
| | | Write online, exploratory and structured telephone and in-person surveys or focus group discussion guides using a vast library of question types | |
| | | Implement both qualitative and quantitative frameworks | |
| | | Publish and track serial and logic-driven surveys | |
| | | Manage survey panel groups and solicit panel participation | |
| | | Collect and analyze data | |
| | | Call for and monitor research stake-holder discussions and debate | |
| | | Instantly find any answer to any question ever asked in research | |
| | | Export, link to and share data with internal and external constituents and with other applications | Easily create and download presentation quality charts and graphs |
| | Compare data from any research ever conducted, regardless of researcher, location or language | | |

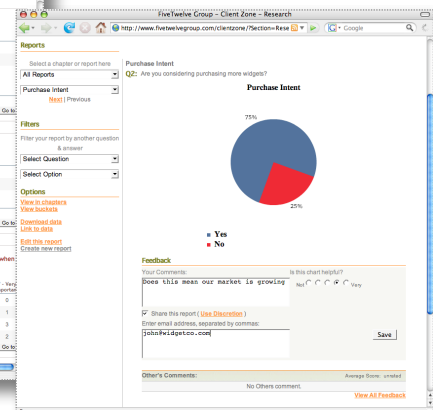
SAMPLE SCREENS



Manage



Explore



Study and Share

TEMPLATES AND MODULES

Templates and guides for almost all forms of business research, from market exploration to concept testing, market segmentation to customer satisfaction.

Pattern Bucketing, a fast, easy system for interpreting qualitative results into easily digested reports and lists.

Smart Reports, a program that generates a wide range of charts, lists and tables in easy and logical formats.

Quick Answers: All users can seek fast answers or dive into the research using simple data filtering, cross reference, cross-tab, comparative, verbatim and many other reporting tools.

Active Panel Manager, a timesaver for panel groups that automatically populates and confirms previous contact and survey information during the survey process.

User Comments and Scoring, a powerful feedback loop for gathering and sharing the insights and interpretations of all research stakeholders

Export and Link Wizards make any data available in common formats, from charts in image formats, tables in excel and delimited formats, and live linking to realtime data using secure https and ODBC.

TECHNICAL DETAILS

FiveTwelve's RADCL Research System is an open platform web application built from the ground up using enterprise-class architecture and SQL data sets, in order to be able to handle thousands of concurrent users and millions of queries in a day.

In its enterprise and hosted versions, the RADCL Research System can scale to handle an unlimited number of clients and sub-clients, each with an unlimited number of users, projects, panels, surveys, questions and reports.

The RADCL Research System:

- Provides robust role-based security to insure that your intellectual property is protected.
- Includes unlimited role-based user access levels, so that research teams can be engaged appropriately.
- Is multi-lingual, but reports in a common, platform language.

RADCL Research data-sets are cross-compatible with all common research and analytical software applications.

OPTIONS

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|--------------------|---|
| Enterprise | Turnkey hardware, software, 3rd party licensing, source code, 90 days on-site support and 1 year off-site support for a proprietary research system in your data center |
| Hosted Analytics | Unlimited users and projects in a hosted web environment with a retained block of monthly hours of analytical support from a professional researcher and technical support for the term of a contract |
| Hosted Self-Serve | Unlimited users and projects in a hosted web environment with billed analytical support and retained block of monthly hours for technical support for the term of a contract |
| Survey Self-Serve | Unlimited users in a single survey project with fixed analytical support and technical support for the duration of the project |
| Research Archiving | Import any previous research into a web-hosted environment with fixed analytical and technical support. Access to the data for a year, or for as long as another subscription is active |



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